Claims

1. A method of producing structured pressure-sensitive adhesives, the pressure-sensitive adhesive being coated from the melt through a die, the die being structured, followed by crosslinking with actinic radiation.

2. The method of claim 1, characterized in that circular, oval, angular, rectangular, square, triangular or sawtoothlike structures are generated on the surface of the pressure-sensitive adhesive.

3. The method of claim 1 or claim 2, characterized in that the structuring is performed in the coating direction.

4. The method of any one of the preceding claims, characterized in that structuring is followed by crosslinking with electron beams.

5. The method of any one of claims 1 to 3, characterized in that structuring is followed by crosslinking with UV radiation.

6. The method of any one of the preceding claims, characterized in that crosslinking takes place on a backing material.

7. The method of any one of the preceding claims, characterized in that the structured pressure-sensitive adhesive is cooled on a rotating roll.

8. The method of claim 7, characterized in that a contact medium is applied to the rotating roll and is at least partly removed again following exposure to actinic radiation.

9. The method of any one of the preceding claims, characterized in that an acrylate pressure-sensitive adhesive is used.

10. The use of a structured pressure-sensitive adhesive produced according to any one of the preceding claims for producing pressure-sensitive adhesive tapes.

11. The use of a structured pressure-sensitive adhesive produced according to any

one of claims 1 to 9 for producing single-sided and double-sided pressure-sensitive adhesive tapes.

12. A pressure-sensitive adhesive tape comprising a structured pressure-sensitive adhesive having anisotropic adhesion properties.

13. A pressure-sensitive adhesive tape comprising a structured pressure-sensitive adhesive having adhesion properties that are anisotropic in longitudinal direction and transverse direction.